



Influencers in the Field

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Ten High-Impact, Ready-to-Use Generative AI Prompts For Small Business Owners

As a small business owner, your challenge is rarely a lack of ideas. Instead, it's the lack of support, time, clarity and consistency that can make even your best-laid plans falter. This year, join the more than **96% of small business owners** planning to adopt emerging technologies — such as artificial intelligence (AI). Generative AI can make the entrepreneurial load lighter, save time and energy and help you avoid investing in additional staff or expensive new tools.

While generative AI might seem like something meant for the largest corporations, in reality, these tools are increasingly **accessible and affordable** for businesses of all sizes. Because of that, they are poised to become a valuable part of your toolkit by streamlining time-consuming tasks, such as marketing, copywriting, business planning and more.

To help guide you on your AI-enabled journey, we've developed 10 sample prompts you can copy, paste and start using right away to transform your workload and generate powerful new content and concepts for your business.

Before you start using these tools, however, it's important to note that AI can make mistakes, so be sure to review all content before sharing it externally, plus take protective steps like investing in AI training to ensure you're using it responsibly and never giving your preferred platform access to any sensitive or confidential information.



1. Define Your Ideal Customer

Prompt:

“Act as a marketing expert. Based on my business of [describe your business], create a detailed ideal customer profile including demographics, pain points, motivations and buying behaviors.”

How This Helps:

Most small businesses try to market to “everyone,” which leads to weak messaging and wasted effort. But when you know your customer, your marketing instantly becomes more effective. Use this prompt to help you get a crystal-clear understanding of who you’re actually selling to, so all content — from your social media posts to your offers — feels relevant and compelling.

2. Create a Month of Powerful Social Media Content

Prompt:

“Create a 30-day social media content calendar for my [state business type]. Include suggested visuals, captions and three relevant hashtags for the following platforms: [name platforms]. My target audience is [describe audience], and my goal is [engagement/sales/awareness].”

How This Helps:

Consistency is one of the biggest struggles for small business owners. This prompt helps eliminate daily stress about what to post, frees your bandwidth for more important responsibilities, keeps your business visible online and gives you a comprehensive plan to easily follow.

3. Improve Website Copy

Prompt:

“Review and rewrite this website copy to make it clearer, compelling and customer-focused. Optimize the copy for SEO and keep the tone [define your preferred tone, such as friendly, professional or luxurious]. Here is my current copy: [paste text from your site].”

How This Helps:

Your website is often where potential customers form their first impression of your business; unclear or generic copy can quickly lead to lost sales opportunities. This prompt helps transform your messaging into something that helps you make meaningful connections, build brand trust and gain more conversions.

4. Generate Sales-Boosting Product Descriptions

Prompt:

“Write a persuasive product description for [outline your product or service] that highlights its benefits, solves customer pain points and encourages them to purchase. Include a strong call to action.”

How This Helps:

Many businesses list features of their products or services rather than explaining the direct benefits they deliver to customers. This prompt shifts your messaging to focus on these powerful benefits and the emotional triggers that help drive purchases, directly impacting conversion rates and increasing your revenue.

5. Tactfully Address a Customer Complaint

Prompt:

“Write a professional and empathetic response to this customer complaint. Maintain a calm, professional tone and aim to resolve the issue while protecting my business and brand reputation. Here is the message: [paste complaint].”

How This Helps:

A positive customer reaction can make your day and benefit your business, but a negative one can harm your reputation, especially when emotions run high. Use this prompt to help you stay professional, protect your brand and turn a negative into a positive. Your strong response in a tough situation will help smooth any ruffled feathers and build trust with your business going forward.



6. Brainstorm New Revenue Ideas

Prompt:

“Act as a business strategist. Suggest 10 ways my business [describe your business type] can increase revenue quickly without significantly increasing expenses.”

How This Helps:

When business feels slow, most owners don't need a complete overhaul – they need *fresh ideas*. This prompt can help you uncover the “easy wins” you might be overlooking, giving you quick, actionable ways to increase income without major investment.

7. Create a Powerful Email Marketing Campaign

Prompt:

“Write a three-email sequence to promote my business's [describe product or service]. Include a [describe tone: professional, witty or seasonal] subject line, engaging body copy and clear call to action in each email.”

How This Helps:

Email is one of the marketing tools that offers the highest return on investment (ROI), but unfortunately, many small businesses don't use it effectively. This prompt can help you communicate consistently, build positive relationships with your audience and guide customers toward a purchase or repeat sales.

8. Build a Simple Business Plan for New Ideas

Prompt:

“Create a simple, one-page business plan for my business idea: [describe idea]. Include target market, value proposition, revenue streams and steps necessary to launch.”

How This Helps:

Many entrepreneurs have strong business ideas but lack clarity about how to execute them, which can lead to frustration or missed opportunities. This prompt gives you better direction by turning a vague concept into a focused, actionable plan.

9. Turn One Concept into Multiple Pieces of Content

Prompt:

“Take this concept [insert idea] and turn it into five different pieces of promotional content, including a social media post, a 30-second video script, three Google Ads with 30-character headlines and 90-character descriptions, a 400-word blog outline and a promotional caption.”

How This Helps:

Creating fresh content from scratch every time can be overwhelming, especially when you have other business responsibilities you need to attend to. This prompt helps you save time by maximizing the impact of a single idea across multiple platforms and formats, keeping your messaging consistent wherever you post.

10. Create a Weekly Action Plan

Prompt:

“Based on my goal to [outline goal; examples: increase sales, grow followers or launch product], create a detailed seven-day action plan with specific daily tasks I can realistically complete on my own as a small business owner.”

How This Helps:

Knowing what to do — and actually doing it — are two different things when it comes to your business needs. This prompt can help you break big goals into small, manageable steps so you can stay focused, be productive and make real progress without losing sight of what's important.

Choosing the Right Generative AI Tool for Your Business

Since generative AI first stormed onto the scene, there's been a sharp increase in tools and services available to entrepreneurs.

If you're considering harnessing the power of AI for your small business, but don't know where to start, here's a quick overview to help you pick out your next digital partner:

- **Microsoft 365 Copilot** – If your business already works in Word, Excel, Outlook or Teams, you can easily harness the power of Microsoft 365 Copilot to improve your daily workflow.
- **Browser-based AI assistants** – Enhance your browsing with fast, free and easy-to-use browser assistants, such as [Google Gemini](#) and [Microsoft Edge](#), that can help you better understand what you're looking at and assist with content development and brainstorming.
- **Canva** – Channel your inner graphic designer — no experience needed! — to create attention-grabbing social media posts, logos, flyers, presentations and more.
- **Pictory** – Video creation for your business made fast and effortless by turning text into video within minutes.



As a small business owner, generative AI has the potential to boost your capacity, streamline time-consuming or repetitive tasks and help you make beneficial decisions. You don't need complex, large-scale integrations to achieve success, as even the tools built into your existing platforms, such as your browser or Microsoft Suite, can help you become comfortable with these tools and gain confidence.

However, having an expert in your back pocket can help you reduce pain points as you make this transition and provide insight to ensure you're leveraging these tools responsibly. To connect with an expert — and to explore our association management solutions, insurance products and member savings programs — visit gallagher-affinity.com



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